



ENERGY STAR® HEBI Communications Toolkit

The U.S. EPA ENERGY STAR® program is launching an exciting opportunity for colleges and universities:

The 2nd annual ENERGY STAR® Higher Education Benchmarking Initiative, or HEBI. Through the initiative, EPA hopes to spark dialogue and action on energy and water efficiency in buildings at higher education institutions nationwide. Click here to see the [Summary Scorecard](#) from the first round of the HEBI.

The ENERGY STAR® HEBI Outreach Communications Toolkit provides easy-to-use instructions, messaging, and materials to facilitate your outreach.

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Overview

The HEBI provides a way for colleges and universities to understand how the energy and water performance of their campus buildings stacks up against that of peer institutions. Through this effort, EPA hopes that increased benchmarking and access to this information will spur efforts to reduce water use, energy use, and greenhouse gas emissions.

We encourage all participants to amplify the ENERGY STAR® energy-saving and climate protection message by sharing their HEBI participation and efficiency achievements through social media posts, emails, newsletters, and other communications channels. By sharing this messaging publicly, your organization understands the value of linking with the trusted symbol for energy efficiency, ENERGY STAR®.

FUTURE GROWTH

EPA hopes that the HEBI builds momentum towards an industry-led survey to get additional 1-100 ENERGY STAR Scores for the higher ed sector. More participation and engagement in the initiative's second round will make that goal even more possible!



Sample Text

Announcement Content

Use the sample social media content below to share news and communicate about the ENERGY STAR HEBI!

Sample Announcement Content for Colleges & Universities
Proudly participating in the 2022 @EPA @ENERGYSTAR Higher Education Benchmarking Initiative [for the 2nd year] ! [Placeholder for HEBI logo]
We are proud to share, [College/University Name] is participating in the @EPA @ENERGYSTAR Higher Education Benchmarking Initiative [for the 2nd year] ! [Placeholder for HEBI logo]
In doing our part to increase sustainability efforts, [College/University Name] is participating in the 2022 @EPA @ENERGYSTAR Higher Education Benchmarking Initiative! Learn more at ENERGY STAR Colleges and Universities [Placeholder for HEBI logo]
This year, [College/University Name] will participate in the @EPA @ENERGYSTAR Higher Education Benchmarking Initiative in efforts to increase campus sustainability! Learn more at ENERGY STAR Colleges and Universities [Placeholder for HEBI logo]
Sample Announcement Content for Organizations/Associations
This year, [Organization Name] encourages colleges and universities to participate in the second round of the @ENERGYSTAR Higher Education Benchmarking Initiative! Learn more at ENERGY STAR Colleges and Universities [Placeholder for HEBI logo]
Participate in the 2022 @EPA @ENERGYSTAR Higher Education Benchmarking Initiative to see how your campus energy use compares to peer institutions! Learn more at ENERGY STAR Colleges and Universities [Placeholder for HEBI logo]
By participating in this year’s @EPA @ENERGYSTAR Higher Education Benchmarking Initiative, colleges and universities can get a closer look at their energy use. Learn more at ENERGY STAR Colleges and Universities [Placeholder for HEBI logo]